

CRE81 Ride simple no surge app in NYC



1888 PressRelease - New rideshare app in NYC a startup with simple mobile application, competing the current big players in the mobile app ride industry.

New York, NY - A New And Better Way To Hire Ridesharing With CR81. A new and worry free way to engage ridesharing is available from <http://www.cre81.com>

A New York Base company. Like Uber, CRE81 is a "platform provider" where ground transportation providers connect with people who need rides. But different from Uber, CRE81 drivers are professionals with certifications, background checks and proper licensing to carry passengers to their destinations.

CRE81 works via smartphone apps or direct on their web site. The service is available in New York City now, with more cities to be added in the weeks to come. Ordering and paying are very similar to the ways other popular online ride services operate, but with many improvements. The founders of CRE81 learned a lot of lessons about what people and passengers want in a service and just as important what makes them unhappy. In this way, CRE81 is the outcome of continuous improvement model when applied from lessons learned in an entrepreneurial environment.

No Surge Pricing

One "anti" other provider difference is that CRE81 does not use "surge" pricing. For example, Uber raises prices during what they describe as peak transport times. Uber claims that this is done to encourage more of their drivers to go on duty and be available for passengers. Uber further claims that their increases in price are proportionate to demand, citing supply economics as the basis for the increases. While a great deal for drivers who only want to work during those peak demand times, it is the passengers who must pay the price for this "increased convenience". "We never thought this was a reasonable way to do business because a professional driver would never ask more when there is a rain or accident down the block," said Nathan Lee of CRE81. "While Uber states that this encourages more of their drivers to be available at a peak time, it similarly incentivizes their 'gaming' the pay structure system for their own ends, only working during those times. CRE81 has flat rates and no artificial surge charges to burden our customers, which is much more 'fare'."

CRE81 provides passengers with the opportunity to directly tip their drivers, which is another difference from Uber. "Instead of insisting on a higher price, we give our passengers the opportunity to choose whether or not the service warrants a gratuity because of great service, difficult traffic circumstances, or some other way our driver exceeded their expectations," said Mr. Lee.

More Than Ridesharing Or Car Service

It is important to know how the transportation business works as an industry and the people who

founded CRE81 do. There is far more to it than merely owning a car. CRE81 leverages all the best there is in the way of interactive technology, to connect people with appropriate transportation. The service is managed professionally. All CRE81 drivers must pass drug tests and background checks.

The owners of CRE81 know that there is no "one size fits all" for people who need go somewhere. So plenty of choices are available to passengers whether they need a car or an SUV or something in between, the more economical version called Eco Car which is similar to Uberx. Of course the pricing for each differs. All pricing for these options is listed on the CRE81 web site.

The App and Safety

The app is free and can be downloaded from CRE81 website and Apple or Google store. The app is a direct connection with a professional, private driver who is available when needed, travels to the passenger's location and delivers them straight to their destination.

"A ride is as close as your iPhone," said Nathan Lee, who helped found the service. "We are different because we are not just networking with people whose only qualification is that they have access to a car. Ours is a better model because in addition to being convenient it is safe and manned by professional drivers constantly monitored by CRE81."

For extra safety all drivers wishes to join CRE81 app are required to be referred by fellow drivers which establish extra security connection, this makes CRE81 ride more secure.

First time users get \$20 off with promo code CRE8120.

Tracking

Because CRE81 uses the latest communications technology, passengers are able to track and connect to a driver. Passengers will know when to expect their ride as will those who may be waiting for them. CR81 app allows passengers to reserve in advance and check the fare estimate prior to make a request for a ride.

To Learn More

To learn more about CRE81 go to their website at: <http://www.cre81.com>.

PHOTO CAPTION: Unlike Uber, CRE81 does not use surge pricing during peak driving times, but only charges published rates. Plus a 10% tip which goes 100% to driver.

Ms. Pamela Brown

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